

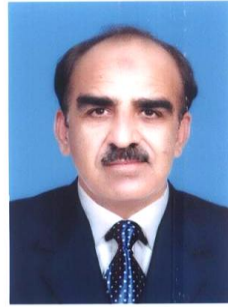
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Presentations Skills for Engineering Managers



- **Lec-1** : Principles of Effective Communication 0915-1030
 - Tea Break
- **Lec-2**: Understanding different communication styles
1100-1200
- **Lec-3**: Presentation Skills for Engineers 1200-1300
 - Lunch and Prayers break 1300-1400
- **Lec-4**: Modern presentation Tools and techniques
1400-1500
 - Questions and answers 1500-1530
 - Award of certificates 1530-1600

Bio details of the Speaker



■ Dr. Attaullah Shah

■ Director (Planning and Projects AIOU)

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■ Qualification

- PhD Civil Engineering ,M.Phil Eco ,MSc Structure Engg
- MBA, MA Eco, MSc Envir Design,BSc Civil Engg (Gold Medal), Post Grad Dip Comp (Gold Medal)

■ Professional and Field experience:

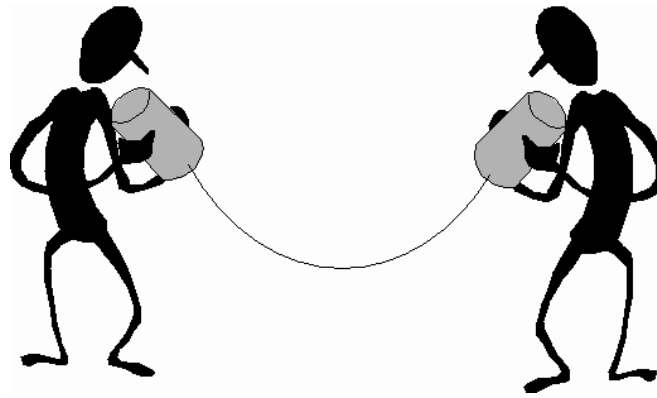
■ 25 Years

■ Research Publications in refereed journals and conferences:

■ 25 Journals publications+36 Conference publications

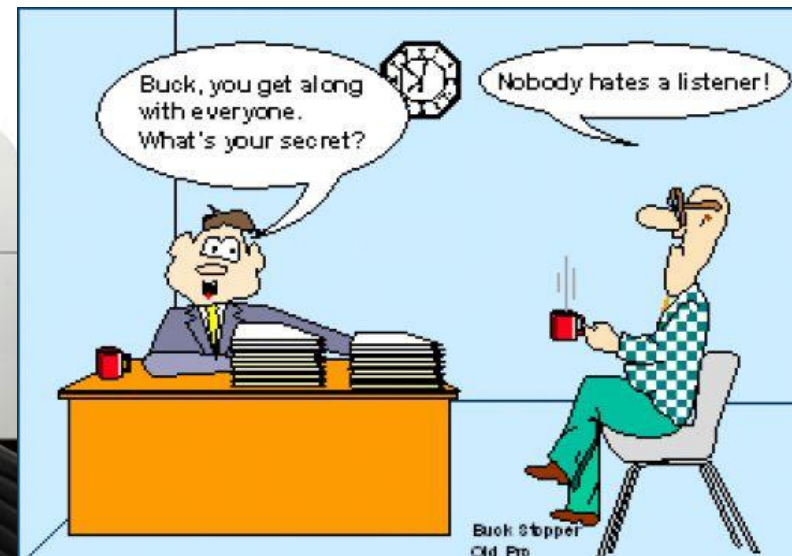
■ Areas of interests

- Structural Engineering
- Sustainable built Environment
- Construction project Management



Principles of Effective Communication

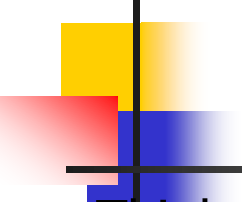
By; Engr.Dr. Attaullah Shah





Quotes about communication

- Those who listen well to what is said and follow the best of it, they are the ones whom Allah has guided, they are the people of intelligence.
([Surat az-Zumar, 18](#))
- “The single biggest problem with communication is the illusion that it has taken place.” — [George Bernard Shaw](#)
- “Constantly talking isn't necessarily communicating.” [Charlie Kaufman](#)
- “The most important thing in communication is to hear what isn't being said.” — [Peter Drucker](#)
- “When the trust account is high, communication is easy, instant, and effective.” [Stephen R. Covey](#), [*The 7 Habits of Highly Effective People*](#)
- “When we change the way we communicate, we change society” [Clay Shirky](#)

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- Think like a wise man but communicate in the language of the people. William Butler Yeats
 - We have two ears and one mouth so that we can listen twice as much as we speak. Epictetus
 - Communication is the real work of leadership. Nitin Nohria
 - The way we communicate with others and with ourselves ultimately determines the quality of our lives. Anthony Robbins
 - "Talk is free but the wise man chooses when to spend his words." Neil Gaiman
 - The first problem of communication is getting people's attention. Chip Heath,
 - "Mend your speech a little, Lest you may mar your fortunes." Shakespeare
 - "Writing, the art of communicating thoughts to the mind through the eye, is the great invention of the world..... Abraham Lincoln



Presentation Layout

- Communication and its components
- Barriers to communication
- 7 C's of effective communication
- Listening comprehension
- Non verbal communication and body language

What is communication?

- What do you think communication is?
How would you define it?

*Take a few moments to
write down some of
your thoughts...*





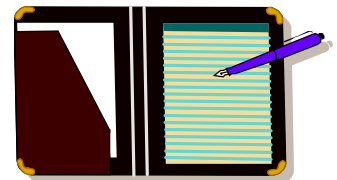
Communication

- Communication is defined as the interchange of thoughts or opinions through **shared symbols**; e.g. language, words, phrases
- Some synonyms of the word communication are: message, directive, word, contact, commerce, communion, intercommunication, intercourse; converse, exchange, interchange, conversing, discussing, talking; conversation, discussion, talk, advice, intelligence, news, tidings



Why Study Communication?

- The ***Only*** Completely Portable Skill
 - You will use it in every relationship
 - You will need it regardless of your career path
- The “Information Age”
 - The history of civilization ***is*** the history of information
 - Language and written documents facilitate the transfer of information and knowledge through time and space





Why Study Communication?

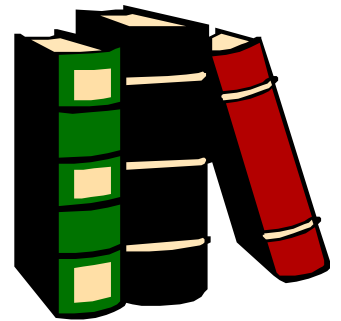
- Your Quality of Life Depends Primarily on Your Communication Skills
- You Cannot Be ***Too Good*** at Communication
- People Overestimate Their Own Communication Skills





History of Communication

- Nonverbal: 150,000 years
- Oral: 55,000 years
- Written: 6,000 years
 - Early writing: 4000 BC
 - Egyptian hieroglyphics (Use of symbols and pictures): 3000 BC
 - Phoenician alphabet: 1500 to 2000 BC
 - Book printing in China: 600 BC
 - Book printing in Europe: 1400 AD

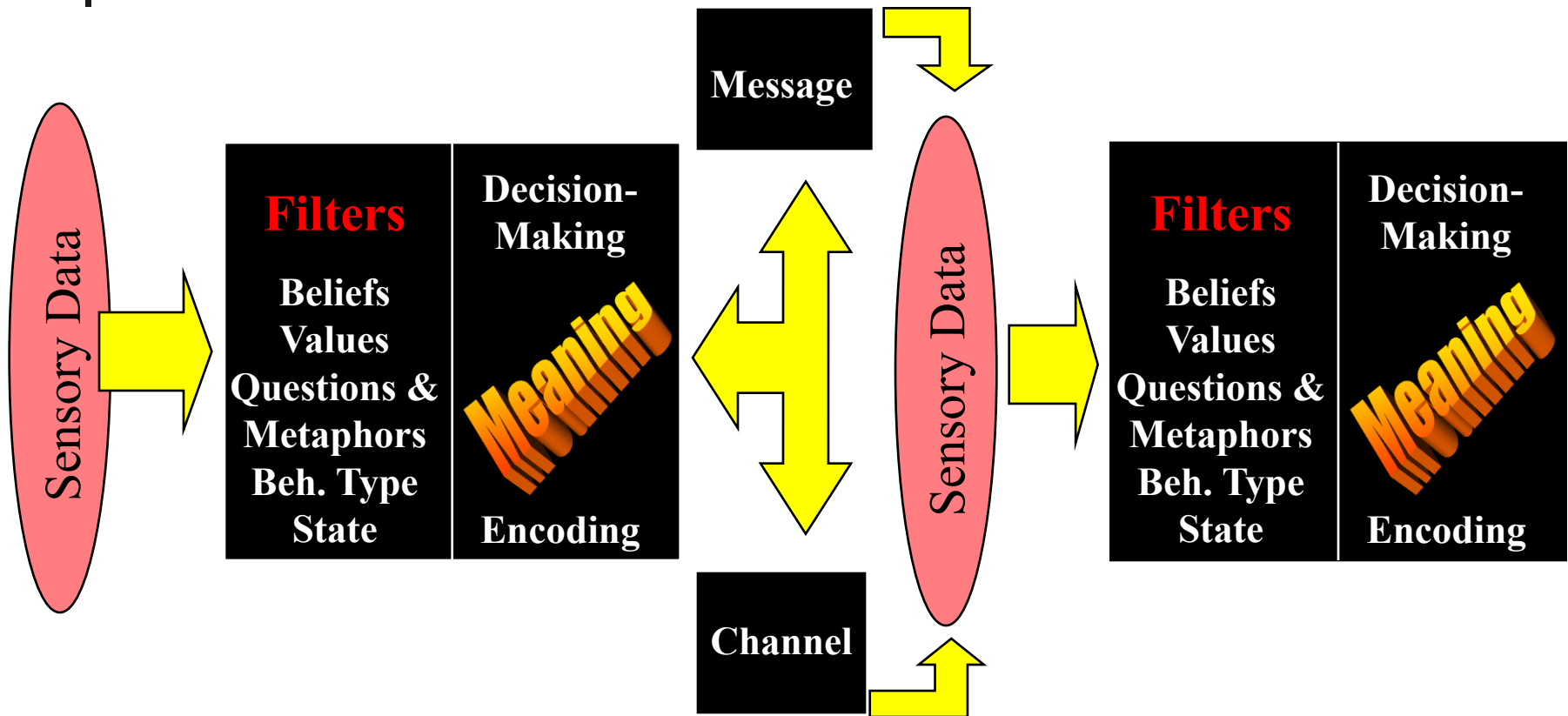


Four facets of communication

- There are four facets in all types of communication:
 - Sender
 - Receiver
 - Information
 - Behavior



The Communication Process



The Bowman Communication Model, 1992-2003



Four facets of communication

- In any communication:
 - The *Sender* is the person trying to communicate a message
 - The *Receiver* is the person at whom the message is directed
 - A message is sent to convey *information*
 - Information is meant to change *behavior*



Why we communicate

- We communicate to:
 - Share our ideas and opinions
 - Provide feedback to others
 - Get information from others
 - Gain power and influence
 - Develop social relationships
 - Maintain self-expression and our culture
 - and other ideas you may have thought of



How we communicate

- We communicate and build interpersonal relationships through:
 - Speech
 - Writing
 - Listening
 - Non-verbal language
 - Music, art, and crafts



Choosing your medium

- Depending upon the situation, one method of communication may be better than another.
 - In person: one-to-one
 - In person: meetings, small groups
 - In person: presentations, large groups
 - Letter
 - Memo
 - Note
 - Email
 - Voice mail



Choosing your medium

- To determine the best medium for your message determine:
 - What you as the *sender* need to achieve
 - What the *receiver* needs to know. What the *receiver* wants to know
 - How detailed, important, and or personal the *information* in the message is
 - Which *behavior* you want to influence and how



Choosing your medium

- How would you communicate...
 - an organizational change in your unit
 - the introduction of a new employee
 - a change in someone's job duties
 - a reprimand
 - notice of a meeting

Take a few moments to write down some of your thoughts...



Choosing your medium

- The best way to communicate...
 - an organizational change in your unit by *memo and small group meetings*
 - the introduction of a new employee by *group and one-on-one meetings*
 - a change in someone's job duties by *memo and one-on-one meeting*
 - a reprimand in a *one-on-one private meeting*
 - notice of a meeting *by memo and email*



Barriers to communication

- Some common barriers to interpersonal communication include:
 - **Unclear process:** The receiver and sender may not share the same language, slang, jargon, vocabulary, symbols
 - **Chain of command:** There may be too many layers that a message passes through between sender and receiver
 - **Large size of an organization, geographic distance:** Large numbers of receivers require good message sending methods
 - **Personal limitations:** Physical and mental disabilities, and differences in intelligence and education may interfere with mutual understanding



Barriers to communication

- Additional common barriers to interpersonal communication include:
 - **Human nature:** Peoples' egos, prejudices, and traditions can get in the way
 - **Conflicting feelings, goals, opinions:** If people feel on opposite sides of an issue they may not share
 - **Power:** The idea that knowledge is power can lead to information hoarding and other ideas you may have thought of



Share your ideas to...

- State an opinion or position
- Give instructions or directions
- Announce a change
- Make presentations
- Participate in meetings
- Give information in emergencies
- Communicate the organizational mission, vision, and values
- and other ideas you may have thought of



Obstacles to sharing ideas...

- Your own shyness
- Fear of rejection
- Peer pressure
- Unorganized thinking
- Others possibly becoming defensive
- Physical disabilities (impaired sight, hearing, speech)
- Having to deal with aggressive people
- and others you may have thought of



Speak for yourself...

- To ensure your messages are clear, speak for yourself, not for others:
 - Speaking for yourself sounds like:
 - *I, me, my...*
 - *I think, I feel, I want to know that...*
 - Speaking for no one sounds like:
 - *It, some people, everyone, they decided...*
 - Speaking for others sounds like:
 - *We, you, John, Mary said...*



SHARE your ideas – a model

- **S**tate the main point of your message
- **H**ighlight other important points
- **A**ssure the receiver's understanding
- **R**eact to how the receiver responds
- **E**mphasize/summarize your main ideas



SHARE – an example

State the main point of your message

“I’d like to talk to you about the new employee welcome program”.

Highlight other important points

“We need to discuss the new schedule, locations, and presenters”.

Assure the receiver’s understanding

“Do you need me to further clarify how we are making invitations”?

React to how the receiver responds

“I understand your concern about parking”.

Emphasize/summarize your main ideas

“To wrap-up, I’ll develop the schedule and make the room reservations, if you can line up the guest speakers”.



7 C's of Effective communication

- **For transmitting effective written or oral messages, Certain principles must be followed. These are sometimes called 7C,s.**

1.Completeness

2.Conciseness

3.Clarity

4.Correctness

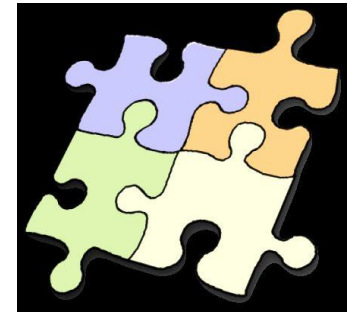
5.Consideration

6.Courtesy

7.Concreteness



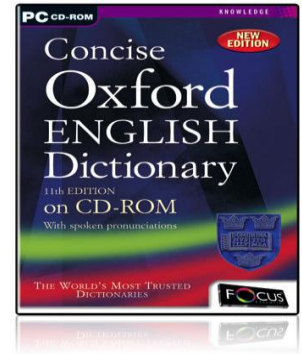
1. Completeness



- **Every communication must be complete and adequate.**
- **Incomplete messages keep the receiver guessing, create misunderstanding and delay actions.**
- **Every person should, therefore, be provided with all the required facts and figures.**
 - **For example, when factory supervisor instructs workers to produce, he must specify the exact size, shape, quality and cost of the product. Any assumptions behind the messages should also be clarified.**
While answering a letter, all the questions raised in the letter must be replied.
- **Tips**
 - **Provide all necessary information**
 - **Answer all questions asked**
 - **Give something extra when desirable**



2. Conciseness



- **Be brief and be able to say whatever you have to say in fewest possible words without sacrificing the other C qualities.**
- **Conciseness is desired because of the following benefits:**
 - **A concise message saves time and expense for both sender and receiver.**
 - **Conciseness contributes to emphasis; by eliminating unnecessary words, you let important ideas stand out.**
 - **When combined with a “you-view”, concise messages are inherently more interesting to recipients as they avoid unnecessary information.**
- **Tips:**
 - **Eliminate wordy expressions**
 - **Include only relevant material**
 - **Avoid unnecessary repetition**



3. Clarity

- **Clarity means getting your message across so the receiver will understand what you are trying to convey.**
- **You want that person to interpret your words with the same meaning you have in mind.**
- **Accomplishing that goal is difficult because, as you know, individual experiences are never identical, and words have different meanings to different persons.**
- **Tips:**
 - **Choose short, familiar, conversational words**
 - **Construct effective sentences and paragraphs.**
 - **Achieve appropriate readability (and listenability).**
 - **Include examples, illustrations, and other visual aids, when desirable.**



4. Correctness

- **Right level of language and accuracy of facts, figures and words.**
- **If the information is not correctly conveyed, the sender will lose credibility.**
- **Transmission of incorrect information to outsiders will spoil the public image of the firm.**
- **To convey correct messages, grammatical errors should also be avoided.**
- **You should not transmit any message unless you are absolutely sure of its correctness**
- **Tips**
 - **Use the right level of language**
 - **Check accuracy of figures facts and words**
 - **Maintain acceptable writing mechanics**



5.Consideration

- **Consideration means that you prepare every message with the recipient in mind and try to put yourself in his or her place.**
- **Try to visualize your readers (or listeners)—with their desires, problems, circumstances, emotions, and probable reactions to your request.**
- **Then handle the matter from their point of view**
- **This thoughtful consideration is also called "you-attitude," empathy, the human touch, and understanding of human nature.**
- **Tips:**
 - **Focus on You instead of I and We**
 - **Show audience benefits**
 - **Emphasize positive pleasant facts**



6. Courtesy

- **Courtesy stems from sincere you-attitude.**
- **To be courteous, considerate communicators should follow these suggestions regarding tone of the communications.**
 - **Be sincerely tactful, thoughtful, and appreciative.**
 - **Omit expressions that irritate, hurt, or belittle.**
 - **Grant and apologize good-naturedly.**



7. Concreteness

- **Communicating concretely means being specific, definite, and vivid rather than vague and general.**
- **The following guidelines should help you compose concrete, convincing messages**
- **Tips**
 - **Use specific facts and figures.**
 - **Put action in your verbs.**
 - **Choose vivid, image-building words.**



Getting good information

- Why is it necessary to get good information from others?

Take a few moments to write down some of your thoughts...





The power of listening

The philosopher Epictetus stressed the power of listening in this quote:

"Nature gave us one tongue and two ears so we could hear twice as much as we speak."



Listen actively

- **Prepare to listen** by focusing on the speaker
- **Control and eliminate distractions** so that you can focus on the message. Don't do anything else (writing, reading, email) but listen
- **Establish appropriate eye contact** to show interest
- **See listening as an opportunity** to get information, share another's views, and broaden your own knowledge



Listen actively

- **Create a need to listen** by thinking about what you can learn from the speaker
- **Set aside the time to listen** so that you won't feel rushed or become distracted by other responsibilities
- **Don't prejudge the message** based on who is delivering it. Focus instead on the content of the message.
- **Monitor the way you listen** by asking yourself questions such as "Did I really pay attention or was I thinking about what I was going to say next"? "Was there information I missed because I allowed myself to become distracted"?



Obstacles to giving constructive feedback

- Separating the person from the problem
- Others becoming defensive or angry
- Fear of negative consequences (especially if the other person is a supervisor)
- Dealing with potential conflict (especially if the other person is aggressive)
- Avoiding hurt feelings
- Preserving relationships
- Not having all the facts and jumping to conclusions
- Choosing the right time so that the other person is most receptive
- and other ideas you may have thought of



Body language

- Nonverbal communication, known as “body language” sends strong positive and negative signals. This is how much it influences any message:

Words	8%
Tone of voice	34%
Non-verbal cues	<u>58%</u>
Message	100%



Body language includes...

- Face
- Figure
- Focus
- Territory
- Tone
- Time

Each of these is described in the following slides...



Body language - face

- **Face** includes:

- Your expressions
- Your smile or lack thereof
- Tilt of the head; e.g., if your head is tilted to one side, it usually indicates you are interested in what someone is saying

What message are you sending if someone is presenting a new idea and you are frowning?



Body language - figure

- **Figure** includes:
 - Your posture
 - Your demeanor and gestures
 - Your clothes and accessories such as jewelry

What message are you sending if you are dressed casually at an important meeting?



Body language - focus

- **Focus** is your eye contact with others
- The perception of eye contact differs by culture. For most Americans...
 - Staring makes other people uncomfortable
 - Lack of eye contact can make you appear weak or not trustworthy
 - Glasses may interfere or enhance eye contact

What message are you sending if you are looking at other things and people in a room when someone is speaking to you?



Body language - territory

- **Territory** focuses on how you use space. It is also called proxemics.
- The perception of territory differs by culture. Most Americans are comfortable with an individual space that is about an arm's length in diameter, Muslims feel warmth when they embrace.

What message are you sending if you keep moving closer to a person who is backing away from you?



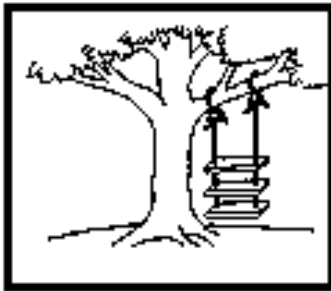
Body language - tone

- **Tone** is a factor of your voice
 - Pitch is the highness or lowness of voice
 - Volume is how loud your voice is
 - Emphasis is your inflection

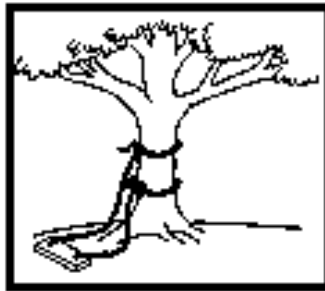
What message are you sending if during a disagreement you start speaking very loudly?



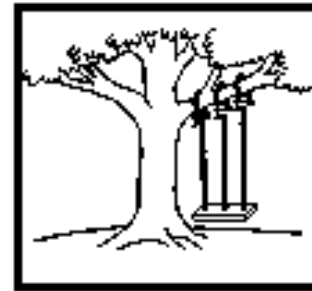
Missed communication



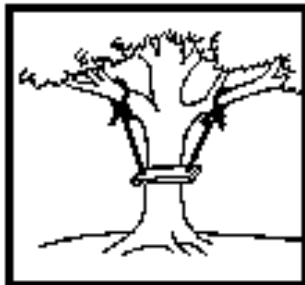
**As the Manager
Requested it.**



**As Purchasing
ordered it.**



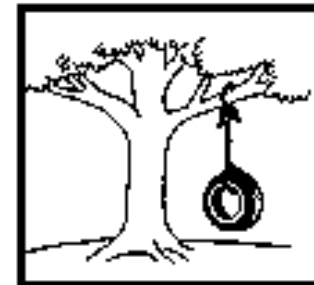
**As Marketing
wrote it up.**



**As the Art Dept.
designed it.**



**As the Supervisor
implemented it.**



**What the Employee
really wanted!**

Communication Skills quiz



- You are provided with a quiz. For each questions there are five options with numerical values assigned as follows:
 - Always 5 marks
 - Often 4 marks
 - Sometimes 3 marks
 - Rarely 2 marks
 - Never 1 mark
- For each questions asked give your answer and put marks in the relevant box
- Add and get the total score
- Check your communication skills



Thanks for your
patience

Any Question?